

Kierunek studiów: Creative Management

Poziom studiów: LIC

Język prowadzenia zajęć: EN

Tryb studiów: ST

Liczba semestrów: 6

Cykl programu: 2022-2025

## A. Moduły międzykierunkowe obligatoryjne

Nazwa przedmiotu / kursu	Zaliczenie	Semestr	ECTS	Godziny dydaktyczne												Godziny dodatkowe	
				Razem	W	C	L	P	S	KW	WR	EL	LK	PR	ST		
General Module I	Z	1	1	5	0	0	0	0	0	0	0	0	5	0	0	0	20
BHP	Z			3	0	0	0	0	0	0	0	0	3	0	0	0	10
Library	Z			2	0	0	0	0	0	0	0	0	2	0	0	0	10
Integration week	Z	1	3	25	5	6	3	0	0	4	3	0	0	1	3	50	
Introduction to Study	Z			25	5	6	3	0	0	4	3	0	0	1	3	50	
Language module I	O	2	5	50	0	0	0	0	0	0	0	10	40	0	0	75	
Foreign language	O			40	0	0	0	0	0	0	0	0	40	0	0	45	
Foreign language e-learning	O			10	0	0	0	0	0	0	0	10	0	0	0	30	
Language module II	O	3	5	50	0	0	0	0	0	0	0	10	40	0	0	75	
Foreign language	O			40	0	0	0	0	0	0	0	0	40	0	0	45	
Foreign language e-learning	O			10	0	0	0	0	0	0	0	10	0	0	0	30	
Language module III	E	4	5	50	0	0	0	0	0	0	0	10	40	0	0	75	
Foreign language	O			40	0	0	0	0	0	0	0	0	40	0	0	45	
Foreign language e-learning	O			10	0	0	0	0	0	0	0	10	0	0	0	30	
Tutoring I	Z	1	3	21	0	0	0	0	1	0	12	8	0	0	0	54	
Group tutoring	Z			12	0	0	0	0	0	0	12	0	0	0	0	27	
Individual tutoring	Z			9	0	0	0	0	1	0	0	8	0	0	0	27	
Tutoring II	Z	2	3	20	0	0	0	0	0	0	12	8	0	0	0	55	
Group tutoring	Z			12	0	0	0	0	0	0	12	0	0	0	0	28	
Individual tutoring	Z			8	0	0	0	0	0	0	0	8	0	0	0	27	

Nazwa przedmiotu / kursu	Zaliczenie	Semestr	ECTS	Godziny dydaktyczne												Godziny dodatkowe
				Razem	W	C	L	P	S	KW	WR	EL	LK	PR	ST	
Competences of the future 1 (creativity and teamwork)	O	1	5	50	5	0	0	0	15	0	25	5	0	0	0	75
Basics of creativity	O			10	5	0	0	0	0	0	0	5	0	0	0	35
Creative workshop	O			40	0	0	0	0	15	0	25	0	0	0	0	40
Competences of the future 2 (entrepreneurship, professional mobility, flexibility)	O	2	5	50	15	0	0	0	5	0	20	10	0	0	0	75
Contemporary environment for the development of entrepreneurship (finance, elements of law and the basics of entrepreneurship)	O			25	15	0	0	0	0	0	0	10	0	0	0	40
Entrepreneurship workshops - case study	O			25	0	0	0	0	5	0	20	0	0	0	0	35
Competences of the future 3 (critical thinking, organization of own work, coping with stress)	O	2	5	50	15	20	0	0	5	0	0	10	0	0	0	75
Man in a multicultural world (PBL, philosophy, logic, artificial intelligence)	O			25	15	0	0	0	0	0	0	10	0	0	0	35
CLL in practice - solving real problems	O			25	0	20	0	0	5	0	0	0	0	0	0	40

**B. Moduły kierunkowe obligatoryjne**

Nazwa przedmiotu / kursu	Zaliczenie	Semestr	ECTS	Godziny dydaktyczne											Godziny dodatkowe	
				Razem	W	C	L	P	S	KW	WR	EL	LK	PR		ST
Introduction to creative management	O	1	5	50	0	0	0	0	9	25	16	0	0	0	0	75
Basics of creative management	O			34	0	0	0	0	9	25	0	0	0	0	0	40
Decision-making processes in the organization	O			16	0	0	0	0	0	0	16	0	0	0	0	35
Psychology and communication in the management process	O	1	5	50	0	15	0	0	15	0	20	0	0	0	0	75
Elements of psychology and communication in business;	E			30	0	0	0	0	10	0	20	0	0	0	0	40
Change management	O			20	0	15	0	0	5	0	0	0	0	0	0	35
Marketing	O	1	5	50	20	15	0	0	15	0	0	0	0	0	0	75
Marketing basics	O			30	20	0	0	0	10	0	0	0	0	0	0	35
Psychology of consumer behavior	O			20	0	15	0	0	5	0	0	0	0	0	0	40
Economics for managers	O	2	5	50	25	14	0	0	11	0	0	0	0	0	0	75
Basics of macro- and microeconomics	E			36	25	0	0	0	11	0	0	0	0	0	0	38
Basics of the tax system	O			14	0	14	0	0	0	0	0	0	0	0	0	37
Business leadership	O	2	5	50	0	0	0	0	15	15	20	0	0	0	0	75
Organizational behavior	O			20	0	0	0	0	5	15	0	0	0	0	0	38
Leadership in the organization	O			30	0	0	0	0	10	0	20	0	0	0	0	37
Service design	O	2	5	50	0	25	0	0	10	15	0	0	0	0	0	75
Marketing and quality of service	O			20	0	0	0	0	5	15	0	0	0	0	0	38
Service design process and tools	O			30	0	25	0	0	5	0	0	0	0	0	0	37
Commercial law	O	3	5	50	0	15	0	0	20	15	0	0	0	0	0	75
Legal basis of entrepreneurship	O			30	0	15	0	0	15	0	0	0	0	0	0	37
Civil law contracts and copyright	O			20	0	0	0	0	5	15	0	0	0	0	0	38
Finance for managers	O	3	5	50	0	30	0	0	20	0	0	0	0	0	0	75
Financial analysis of the company	O			25	0	15	0	0	10	0	0	0	0	0	0	38
Financial accounting with elements of management accounting	O			25	0	15	0	0	10	0	0	0	0	0	0	37
Innovation in business	O	4	5	50	0	15	0	0	10	0	25	0	0	0	0	75

Nazwa przedmiotu / kursu	Zaliczenie	Semestr	ECTS	Godziny dydaktyczne											Godziny dodatkowe	
				Razem	W	C	L	P	S	KW	WR	EL	LK	PR		ST
Sources and methods of innovation	O			20	0	15	0	0	5	0	0	0	0	0	0	38
Business Model Canvas	O			30	0	0	0	0	5	0	25	0	0	0	0	37
Marketing research - 3D Model	O	4	5	50	0	0	0	0	10	0	40	0	0	0	0	75
Quantitative research	O			30	0	0	0	0	5	0	25	0	0	0	0	35
Qualitative research	O			20	0	0	0	0	5	0	15	0	0	0	0	40
Strategic management	O	5	5	50	0	35	0	0	15	0	0	0	0	0	0	75
Strategic management process	Z			30	0	20	0	0	10	0	0	0	0	0	0	38
Management strategies	O			20	0	15	0	0	5	0	0	0	0	0	0	37
Experience marketing	O	5	5	50	0	15	0	0	10	0	25	0	0	0	0	75
Sensualizing the customer experience	O			20	0	15	0	0	5	0	0	0	0	0	0	38
Audit of experience and Customer Journey Map	O			30	0	0	0	0	5	0	25	0	0	0	0	37
Proseminarium	O	4	1	5	0	0	0	0	5	0	0	0	0	0	0	20
Proseminarium	O			5	0	0	0	0	5	0	0	0	0	0	0	20
Seminar 1	O	5	5	25	0	0	0	0	25	0	0	0	0	0	0	100
Seminar 1	O			25	0	0	0	0	25	0	0	0	0	0	0	100
Seminar 2	O	6	5	25	0	0	0	0	25	0	0	0	0	0	0	100
Seminar 2	O			25	0	0	0	0	25	0	0	0	0	0	0	100

**C. Moduły do wyboru**

Nazwa przedmiotu / kursu	Zaliczenie	Semestr	ECTS	Godziny dydaktyczne												Godziny dodatkowe
				Razem	W	C	L	P	S	KW	WR	EL	LK	PR	ST	
Selectable interdirectional module 1	O	3	5	50	0	0	0	0	0	0	0	0	0	0	50	75
Selectable interdirectional module 1	O			50	0	0	0	0	0	0	0	0	0	0	50	75
Selectable interdirectional module 2	O	3	5	50	0	0	0	0	0	0	0	0	0	0	50	75
Selectable interdirectional module 2	O			50	0	0	0	0	0	0	0	0	0	0	50	75
Selectable interdirectional module 3	O	3	5	50	0	0	0	0	0	0	0	0	0	0	50	75
Selectable interdirectional module 3	O			50	0	0	0	0	0	0	0	0	0	0	50	75
Selectable interdirectional module 4	O	4	5	50	0	0	0	0	0	0	0	0	0	0	50	75
Selectable interdirectional module 4	O			50	0	0	0	0	0	0	0	0	0	0	50	75
Selectable interdirectional module 5	O	4	5	50	0	0	0	0	0	0	0	0	0	0	50	75
Selectable interdirectional module 5	O			50	0	0	0	0	0	0	0	0	0	0	50	75
Selectable interdirectional module 6	O	4	5	50	0	0	0	0	0	0	0	0	0	0	50	75
Selectable interdirectional module 6	O			50	0	0	0	0	0	0	0	0	0	0	50	75
Selectable interdirectional module 7	O	5	5	50	0	0	0	0	0	0	0	0	0	0	50	75
Selectable interdirectional module 7	O			50	0	0	0	0	0	0	0	0	0	0	50	75
Selectable interdirectional module 8	O	5	5	50	0	0	0	0	0	0	0	0	0	0	50	75
Selectable interdirectional module 8	O			50	0	0	0	0	0	0	0	0	0	0	50	75
Selectable interdirectional module 9	O	5	5	50	0	0	0	0	0	0	0	0	0	0	50	75
Selectable interdirectional module 9	O			50	0	0	0	0	0	0	0	0	0	0	50	75
Selectable interdirectional module 10	O	6	5	50	0	0	0	0	0	0	0	0	0	0	50	75
Selectable interdirectional module 10	O			50	0	0	0	0	0	0	0	0	0	0	50	75

## D. Moduły praktyk

Nazwa przedmiotu / kursu	Zaliczenie	Semestr	ECTS	Godziny dydaktyczne												Godziny dodatkowe	
				Razem	W	C	L	P	S	KW	WR	EL	LK	PR	ST		
Introduction to practices	Z	3	1	16	1	0	0	0	0	0	0	0	15	0	0	0	9
Meeting with the coordinator	Z			1	1	0	0	0	0	0	0	0	0	0	0	0	0
Introduction to practices	Z			15	0	0	0	0	0	0	0	0	15	0	0	0	9
Practical skills and professional competences I	Z	3	1	10	0	10	0	0	0	0	0	0	0	0	0	0	15
Practical skills and professional competences I	Z			10	0	10	0	0	0	0	0	0	0	0	0	0	15
Practical skills and professional competences II	Z	4	1	10	0	10	0	0	0	0	0	0	0	0	0	0	15
Practical skills and professional competences II	Z			10	0	10	0	0	0	0	0	0	0	0	0	0	15
Practical skills and professional competences III	Z	5	1	5	0	5	0	0	0	0	0	0	0	0	0	0	20
Practical skills and professional competences III	Z			5	0	5	0	0	0	0	0	0	0	0	0	0	20
Practical simulations to prepare for the profession	Z	5	5	50	0	0	0	0	0	0	0	50	0	0	0	0	75
Portfolio and basics of practical simulations	Z			50	0	0	0	0	0	0	0	50	0	0	0	0	75
Apprenticeship	Z	6	29	700	0	0	0	0	0	0	0	0	0	700	0	0	25
Internship with the employer	Z			700	0	0	0	0	0	0	0	0	0	700	0	0	25

## F. Moduł Wychowanie fizyczne

Nazwa przedmiotu / kursu	Zaliczenie	Semestr	ECTS	Godziny dydaktyczne												Godziny dodatkowe	
				Razem	W	C	L	P	S	KW	WR	EL	LK	PR	ST		
Physical education	Z	1	0	30	0	30	0	0	0	0	0	0	0	0	0	0	0
Physical education	Z			30	0	30	0	0	0	0	0	0	0	0	0	0	0
Physical education	Z	2	0	30	0	30	0	0	0	0	0	0	0	0	0	0	0
Physical education	Z			30	0	30	0	0	0	0	0	0	0	0	0	0	0

**Podsumowanie programu studiów**

Sekcja	ECTS	Godziny dydaktyczne												Dodatkowe godziny	Wszystkie godziny
		Razem	W	C	L	P	S	KW	WR	EL	LK	PR	ST		
A. Moduły międzykierunkowe obligatoryjne	40	371	40	26	3	0	26	4	72	76	120	1	3	629	1000
B. Moduły kierunkowe obligatoryjne	71	655	45	179	0	0	215	70	146	0	0	0	0	1120	1775
C. Moduły do wyboru	50	500	0	0	0	0	0	0	0	0	0	0	500	750	1250
D. Moduły praktyk	38	791	1	25	0	0	0	0	0	65	0	700	0	159	950
F. Moduł Wychowanie fizyczne	0	60	0	60	0	0	0	0	0	0	0	0	0	0	60
<b>Razem bez specjalizacji</b>	<b>199</b>	<b>2377</b>	<b>86</b>	<b>290</b>	<b>3</b>	<b>0</b>	<b>241</b>	<b>74</b>	<b>218</b>	<b>141</b>	<b>120</b>	<b>701</b>	<b>503</b>	<b>2658</b>	<b>5035</b>